

Devyani Srivastava (MBA, Marketing) German Residence Permit

+49 -17663631526

 devyani93.srivastava@gmail.com

 Berlin, Germany

 [LinkedIn - Devyani](#)

Seasoned Full-Stack Marketer and Sales Specialist with 7 years at India's largest food e-commerce, adept in key account management, team management, campaign planning, brand and digital marketing with analytics.

Certificates & Tools

Pursuing Marketing Analytics @ [WBS Coding School](#), [German A1.1](#), [Google Search Ads](#), [Google Display Ads](#), [Google Video Ads](#), [Google Analytics](#), [Email Marketing](#), [Hubspot](#), [Salesforce](#), Social Media Marketing, Programmatic Advertising, Figma, Microsoft and Google Suite.

Skills

Strategic Brand Planning, Sales and account management, Sales Trend Analysis, Strategic Partnerships, Forecasting & Budgeting, Brand Marketing, Digital Marketing, SEO, SEM, PPC, Marketing Analytics, Content Marketing, Influencer Marketing, Media planning and buying, Business Strategy, Project Management, A/B Testing.

Work History

Brand Manager - Zomato & Blinkit, Gurgaon, India

Jan 2021 - June 2023

- Co-Led a team of 7 copywriters and designers, overseeing branding and marketing operations.
- Drove research based brand preference campaigns with a ~\$3 million quarterly budget, leading pan-India content, branding, and design strategy for BTL, ATL, and In-App properties along with media planning and buying.
- Devised and executed a successful SEO strategy, resulting in a 35% increase in organic website traffic and a 20% increase in search engine rankings.
- Implemented A/B testing strategies for email subject lines, content, and design, leading to a 28% increase in CTR and a 9% increase in overall campaign effectiveness.
- Co-led the production process for YouTube (CTR ~8-9.5%), search campaigns, mainline campaigns with Bollywood mega-stars, and Out of Home campaigns, resulting in market share gain of >5% YoY.
- Conceptualized learning center and developed content, including videos and DIY guides, to drive restaurant partner growth and improve the NPS by 23%.
- Orchestrated product marketing for the launch of [Zomato Pro](#) and [Zomato Everyday](#), resulting in ~30% increase in customer acquisition within 3 months.

Sales Team Lead - Zomato, New Delhi India

Feb 2019 - Dec 2021

- Managed a team of 12 people and defined the sales incentive structure, organizing various trainings and sales sprints for the zone to ensure that the sales team is motivated and their performance is optimum.
- Led the National Capital Region P&L of Zomato's Online Ordering business, with a monthly volume of 500K+ transactions and a monthly GMV of \$1.5+ million.
- Achieved a growth of 1.8x in average monthly transactions in H2 2019.
- Strategized and guided the sales team to achieve annual advertisement sales revenue of ~\$400K
- Improved the downtime by 65% by developing an improved logistic plan and rate card system for solving operational issues of areas on the city outskirts along with supply improvement.
- Spearheaded the Zonal kitchen and achieved breakeven in 3.5 months, becoming the first out of 37 hubs nationwide by analyzing the user behavior and competition landscape.
- Handled the Partner Exclusivity program for the city, growing the share of volume generated through exclusive clients from 12% in May 2019 to ~25% in October 2019.

Senior Campaign Manager - Zomato, Gurgaon India

Feb 2018 - Feb 2019

- Co-Headed a team of 5 Growth managers for accelerated growth, focused on strategic partnerships and customer acquisition activities, leading to 17% incremental orders.
- Program managed, and executed the customer engagement strategy of "Meals for One" through In-app and offline campaigns, leading to ~45k incremental weekly orders and growth of 4% with ~13% new user orders.
- Grew the share of late night orders from 8% to 12% in a focused zone from Aug through Sept 2018.
- Created properties with focus on festivals, concerts and fests for brand awareness/recall and customer love with CAC (Customer acquisition cost) drop of approx 47%.
- Increased quality score by 27% by driving supply sufficiency across cities, cuisines, mealtimes and price points.
- Prepared and executed strategic offline campaigns for clusters resulting in 19% incremental growth.

Key Account Manager - Zomato, New Delhi India

Feb 2017 - Jan 2018

- Maintained one of the top 3 portfolios on growth and sales metrics, across 190 Account Managers in the country.
- Handled 120+ high priority accounts for Zomato's Online Ordering division, including strategic chains like KFC, Pizza Hut and Dunkin Donuts.
- Managing end-to-end client relationships including B2B sales, negotiation, contracting, billing/ invoicing, payment collection, result tracking and troubleshooting.
- Discovering sales opportunities for the clients with market survey, competition tracking and data analysis.
- Responsible for accelerating Partner Growth and building strategies for gaining market share in the Zone with market survey, competition tracking and data analysis.

Account Manager - Radio Mirchi, Bangalore, India

Apr 2016 - Jan 2017

- Serve as the point of contact for 60+ clients, focusing on selling specials through concept presentation, negotiation, and closure and achieve a 97% customer satisfaction rating.
- Generated over \$60K in annual sales revenue and exceeded revenue targets by 5% to 10% month-over-month
- Increased client retention by nearly 20% in 4 months

Internships

Marketing Intern - BHIVE Workspace, Bangalore, India

Sep 2015 - Dec 2015

- Create, edit, and define compelling online content for web pages, blog posts, and social media accounts, contributing to a 75% increase in customer growth
- Manage relationships with PR agencies to optimize earned media and ambassador programs.

Market Research Intern - Panasonic, Gurgaon, India

Apr 2015 - May 2015

- Evaluated the readiness of the company to venture into Deep Freezers through internal business consulting and competitive analysis
- Created a go-to market plan and supported the development of new brand messaging.

Marketing Intern - Coca Cola, Varanasi, India

Apr 2014 - May 2014

- Support the marketing manager in gathering market data, performing research, and creating copy for websites and social media
- Created marketing assets for events with refined messaging, resulting in a 20% increase in attendance

Education

Marketing Analytics (2024, Ongoing)

WBS Coding School

Masters in Business Administration (2014-2016)

Christ University, India

7.8 CGPA

Bachelors in Business Administration (2011-2014)

Dayanand Academy of Management Studies, India

8.1 CGPA